



THE CORPORATION OF THE TOWN OF AMHERSTBURG

OFFICE OF PLANNING, DEVELOPMENT & LEGISLATIVE SERVICES

MISSION STATEMENT: Committed to delivering cost-effective and efficient services for the residents of the Town of Amherstburg with a view to improve and enhance their quality of life.

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| Author's Name: Rebecca Belanger | Report Date: July 24, 2017 |
| Author's Phone: 519 736-5408 ext. 2124 | Date to Council: August 21, 2017 |
| Author's E-mail: rbelanger@amherstburg.ca | Resolution #: N/A |

To: Mayor and Members of Town Council

Subject: Community Improvement Plan and Urban Design Guidelines-
Consultant Selection, Award of Contract and Project Initiation

1. RECOMMENDATION:

It is recommended that:

1. The report from the Chief Administrative Officer and Manager of Planning Services dated July 24, 2017 regarding the Community Improvement Plan and Urban Design Guidelines- Consultant Selection, Award of Contract and Project Initiation, **BE RECEIVED**;
2. Administration **BE DIRECTED** to develop a Community Improvement Plan for the purpose of providing programs and incentives to attract accommodations as identified in the Town's Community Based Strategic Plan;
3. Administration **BE DIRECTED** to develop Urban Design Guidelines with a Heritage Theme as identified in the Town's Community Based Strategic Plan; and,
4. The draft Community Improvement Plan and Urban Design Guidelines **BE BROUGHT BACK** to an upcoming Council Meeting with a presentation by the consultant at that time.

2. BACKGROUND:

During the 2017 budget deliberations, Council approved an expenditure of \$50,000 in the professional fees area of Planning Division budget, for the purposes of retaining a consultant to undertake a Community Improvement Plan and Urban Design Guidelines with a Heritage Theme. A Community Improvement Plan is a tool that will support and

incent sustainable re-urbanization, revitalization and heritage conservation within the primary settlement area.

Section 28 of the Planning Act gives municipalities the authority to designate Community Improvement Project Areas and to adopt Community Improvement Plans. The Act sets out a structured legal process which involves the issuance of notice to the public, a public meeting to review the plan and a right of appeal. In order to implement a Community Improvement Plan under Section 28 of the Planning Act, the municipality's Official Plan must contain provisions relating to community improvement in the municipality. The required Community Improvement Policies are included in Section 6.3 of the Town of Amherstburg Official Plan.

Section 6.3 of the Town's Official Plan provides the Community Improvement Policies including the criteria for selection of community improvement areas, as well as the goals and objectives, and steps for the implementation of community improvements.

The Community Improvement Plan project was awarded to Monteith, Brown Planning Consultants, located in London, Ontario. It is estimated that the proposed work plan indicated below will take six months to complete, and a proposed completion date is February of 2018.

The second undertaking awarded to Monteith, Brown Planning Consultants through the same proposal will be the development of Urban Design Guidelines- with a Heritage Theme. These guidelines will work in conjunction with the Community Improvement Plan as it relates to incentives for commercial façade improvements. These design guidelines will assist in guiding the evolution of the urban fabric of the Town of Amherstburg in terms of its commercial developments (and to a lesser extent residential) and streetscapes. These guidelines will be organized to address the urban and heritage design issues raised by re-development and infilling in existing neighbourhoods. These guidelines should be read in conjunction with the relevant policies of the Town of Amherstburg's Official Plan and Zoning Bylaw, 1999-52 as amended.

2. DISCUSSION:

The fee proposal attached with the workplan identifies total project fees of \$47,765.63 with an additional \$1,711 for disbursements including travel expenses, printing and telephone courier for a total fee estimate of \$49,476.63.

The Community Improvement Plan and Urban Design Guidelines were awarded to Monteith Brown Planning Consultants, located in London, Ontario. The Town's procurement policy provides that the CAO has the authority and responsibility to approve purchases and acquisitions with a value of between \$50,000 and \$100,000 in accordance with the policy. "Council has the ultimate authority for all expenditures and delegates this authority to staff through the approved annual Operating and Capital Budgets and by a specific resolution", Procurement Policy.

Section 24.3.2 of the Town's Procurement Policy provides that sole source purchasing by negotiation may be adopted if any of the following conditions apply:

- “a. Goods and services are in short supply due to market conditions.
- b. The sources of supply are so specialized or restricted to the extent that there is not effective price competition.
- c. Consideration of substitutes is precluded due to any of the following:
- i. Components or replacement parts for which there is no substitute.
 - ii. Compatibility with an existing product, facility, or service is required.
 - iii. Specific standards are adopted by Council.”

Over the past thirty years, Monteith, Brown Planning Consultants has undertaken the general planning consulting services to the Town. This firm has been the authors of the Town's current Official Plan and associated background reports, Zoning By-law, and several special studies (Development Charges Study and By-law, Theme and Wayfinding Study and Commercial Retail Study). Further, the firm of Monteith, Brown specializes in master plans, needs assessments, and related studies for both small urban/rural and large urban communities. It was determined that for these reasons, and the specialized knowledge of both the Town of Amherstburg and Community Improvement Plans that sole sourcing the project to Monteith, Brown Planning Consultants would be appropriate.

It is intended that the Community Improvement Plan will provide direction for municipal incentive programs, strategies and actions that will promote overnight accommodations to locate within the Town. A Community Improvement Plan was recommended as one of the initiatives in the Community Based Strategic Plan completed in mid-2016.

The Community Improvement Plan

The Community Improvement Plan will examine:

1. Hotel Incentive Program - to develop a program for attracting accommodation uses in the primary settlement area. The policy program in the CIP would provide the necessary grants, loans, relief from development charges, municipal fees, etc. to encourage accommodations to locate within the Town. As Council is aware the need for a hotel in the Town of Amherstburg was identified by residents as a top priority in the recently adopted Community Strategic Plan by Council in September 2016.
2. The CIP will also identify and map underutilized buildings and areas in transition within the community improvement area and opportunities for new affordable housing developments.
3. The CIP will recommend a number of marketing strategies to the Municipality in order to promote the uptake of recommended community improvement incentives.

Urban Design Guidelines

1. Urban Design Guidelines – The Urban Design Guidelines with a Heritage theme will:
 - a. Provide design advice on how new developments can best fit the Town's existing and traditional urban fabric.
 - b. Identify building features such as facades and proportions in street settings and illustrate how compatibility between new and existing buildings can be achieved by appropriate use of materials and sensitive applications of architectural elements on building façade.

- c. Preserve and promote Cultural Heritage through appropriate design themes and streetscape elements.
- d. Support streetscape beautification that will trigger private sector investment in the Town.
- e. Make recommendations and suggest guidelines for facade improvements and design enhancements that generally enrich the aesthetics of the pre-determined area.
- f. Promote application of good design in residential and retail land uses along main street areas.
- g. Promote Heritage within the Amherstburg community as a method of economic development and tourism.
- h. Improve physical and visual linkages to open space and trails and walkways and encourage pedestrian traffic in these settings and within the urban area.
- i. Highlight natural features and ensure that open space is an integral part of the urban fabric.
- j. Include conceptual plans, cross sections and appropriate sketches to illustrate key ideas.
- k. Include design themes that have common elements and can be applied to conservation and development in the urban area, with a focus on the core, mixed use areas, commercial and industrial areas, and corridor areas identified on the land use schedule.
- l. Review documents regarding the existing family of signage with recommended amendments if required.
- m. Identify operational strategies including phasing, design tools, costing and potential funding opportunities to implement.

The initiatives have been developed in the same proposal and workplan to take advantage of opportunities for time and cost savings.

4. RISK ANALYSIS:

Establishing a Community Improvement Plan and Urban Design Guidelines will direct Council and administration toward a shared vision within fiscal and town service limitations. There are no risks associated with this initiative.

5. FINANCIAL MATTERS:

The Community Improvement Plan and Design Guidelines were funded from the 2017 Planning Budget, professional fees and no further budget allocation is required to complete the study. Please see a table of costs in Appendix 1. Once the Community Improvement Plan has been approved by Council, an annual budget will be established for the proposed incentives. For 2018, Administration will include a placeholder for this program so that Council can decide to initiate any, all, or none of the financial incentive programs included in the CIP going forward.

6. CONSULTATIONS:

Research and community engagement will be critical inputs into the process and the work plan has been structured to reflect this. The public consultation tools proposed for the Community Improvement Plan include:

- Project Initiation Awareness poster, narratives for the Town's website and an on-line interactive forum (Bang the Table) to where members of the public will provide thoughts and their vision for community improvement and urban design elements for Amherstburg.
- Two public consultation workshops to engage stakeholders, member of the public and Council in a discussion regarding community improvement and urban design;
- Regular engagement with Town Staff and Council.

The public consultation tools proposed for the Urban Design Guidelines include:

- Workshops to explore design themes and elements.
- Sessions with stakeholders to discuss issues and refine concepts.
- Public meetings to present and seek comment on the draft and final study.

7. CONCLUSION:

The Town of Amherstburg has retained Monteith Brown Planning Consultants to draft a Community Improvement Plan and Urban Design Guidelines for the direct purpose of attracting new accommodations to the Primary Settlement Area of the Town and to develop strategies to assist in guiding the evolution of the urban fabric of the Town in terms of its commercial/residential neighbourhoods. The Community Improvement Plan and Urban Design Guidelines once adopted by Council will bring focus and unite the community as we work together to build a vibrant 21st Century Town.



Rebecca Belanger
Manager of Planning Services

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DEPARTMENTS/OTHERS CONSULTED:

Name: Office of the Chief Administrative Officer
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Report Approval Details

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| Document Title: | Community Improvement Plan and Urban Design Guidelines.docx |
| Attachments: | - Report to Council - August 21 - CIP and UDG Attachments.pdf |
| Final Approval Date: | Aug 8, 2017 |

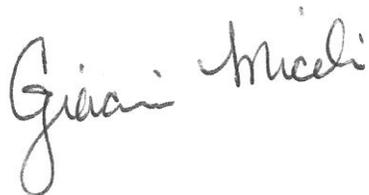
This report and all of its attachments were approved and signed as outlined below:



Mark Galvin - Aug 2, 2017 - 12:18 PM



Justin Rousseau - Aug 3, 2017 - 11:22 AM



John Miceli - Aug 8, 2017 - 12:03 PM



Paula Parker - Aug 8, 2017 - 2:02 PM